

ABSTRACT OF THE DISCLOSURE

When a shutter release button of an image capturing apparatus is half pressed, an exposure time t is determined by a normal AE function. Then, if a shutter release button is fully pressed, an image is captured with the exposure time t , and the captured image is stored in a frame memory. At the same time, a color-coding circuit color-codes the captured image according to luminance thresholds, and the color-coded image is displayed on an LCD. If a user selects a color of an area equivalent to a main subject with reference to the color-coded image, a dynamic range, gamma characteristics, and the like of the image are determined so that the area in the selected color can have a correct luminance. The image is corrected accordingly, and image data acquired by the correction is stored in a recording part.